Attachment 1



May 2003

City of Minneapolis Transportation And Public Works Departments City Hall 350 South 5th Street Minneapolis, MN 55415

RE: Request for approval of the 2003 Minneapolis Aquatennial events and activities.

Cc: All City Council Members
City Engineer – Director of Public Works
Minneapolis Downtown Council
Nicollet Mall Advisory Board
Minneapolis Fire Department
Minneapolis Park & Recreation Board
Minneapolis Police Department
Minneapolis Police Reserves
Department of Licenses and Consumer Services
Minneapolis Health Department
Hennepin County Medical Center
Minneapolis Transit Commission
In addition, any other appropriate departments of city management and government.

## To Whom It May Concern:

The Minneapolis Aquatennial Association respectfully requests favorable consideration and approval for the following events and activities proposed to be conducted during the 2003 Aquatennial festival, July 18-27, 2003, themed "The Ten Best Days of Summer." The Aquatennial is evolving the festival and is really excited about all the changes this year.

The Aquatennial will be meeting with all department heads, city officials and all those impacted on the proposed events. The Aquatennial has taken and modified this permit to address their concerns and issues.

The most current schedule of events and event maps are attached for your reference.

If anyone has any questions or comments regarding this permit request, please contact me at the office 612-656-3820.

Thank you for your continued support and consideration with this request.

Sincerely,

Phil Disch

Operations Manager

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Marketing Minneapolis LLC

**Enclosures** 

### General

The Aquatennial requests that ALL license and permit fees for business conducted under the management of the Aquatennial are waived from July 18, 2003, through July 27, 2003.

The Aquatennial requests that the Minneapolis City Council and the Mayor of the City of Minneapolis decline license requests to ANY peddlers, show or carnival individuals during the month of July without prior notification and approval from the Aquatennial.

The Aquatennial requests permission to paint the "Aqua Line" along the parade route. The line will be placed as close to the street/bus curb as possible to assist police and volunteers with crowd control. To ensure this is done within city code and is professionally done, the Aquatennial requests the painting be done by the Public Works Traffic Department paint vehicle.

The Aquatennial requests permission to post signs and banners relating to Aquatennial and events held at sites located downtown, including the Nicollet Mall, from Friday, July 2, 2003, through Sunday, July 27, 2003.

The Aquatennial requests permission from the Minneapolis Police Department and Police Reserves to waive parking restrictions for "official stickered" Aquatennial vehicles in hotel, buildings, loading/unloading zones and metered areas from July 18, 2003, through July 27, 2003. All official vehicles will have an official parking sticker attached to the inside (left) side of the windshield and/or an "Official Aquatennial Vehicle" decal located on the doors. The Aquatennial further requests permission to drive "Official Aquatennial Vehicles" down the Nicollet Mall from Friday, July 18, 2003, through Sunday, July 27, 2003. (See attachment for festival schedule)

#### Parades & Torchlight Run

This year we are bringing back the Grande Day Parade after a one-year sabbatical. We request the closure of 4th Avenue between Washington and 4th Street for the Torchlight Parade and Grande Day Parade. We request the closure of 7<sup>th</sup> Street, 10<sup>th</sup> Street, and 3<sup>rd</sup> Ave N near the Rapid Parking Lots, Glenwood Avenue at the 3<sup>rd</sup> Ave N. intersection

The Aquatennial requests that all permits be approved to conduct the Grande Day Parade on Saturday, July 19, 2003, beginning at 11:00 a.m. (See attached map for route)

The Aquatennial requests that all permits be approved to conduct the Torchlight Run on Wednesday, July 23, 2003, beginning at 8:00 p.m. (See attached map for route)

The Aquatennial requests that all permits be approved to conduct the Torchlight Parade on Wednesday, July 23, 2003, beginning at 8:30 p.m. (See attached map for route)

New this year, the Aquatennial will also conduct an airplane flyover of the entire parade route.

## Parade Grandstand Seats, Announcer and Portable Restrooms

The Aquatennial requests permission to erect grandstand seating at the following locations for the Grande Day and Torchlight Parade: both sides of Hennepin Avenue, between 8<sup>th</sup> and 9<sup>th</sup> Avenues. We would request set-up on late Friday night and removing on Thursday morning following the Torchlight Parade.

The Aquatennial requests permission to have parade announcers with a PA system in the Grandstand area.

The Aquatennial requests permission to place 24 portable restrooms along both sides of Hennepin Avenue at the Torchlight Parade.

## Consumable and Non-Consumable Items

The Aquatennial requests permission from the Minneapolis Nicollet Mall Advisory Committee, The Minneapolis Downtown Council and Minneapolis Health Department to pursue the following programs at or during the Torchlight Parade, Fireworks Show event and other events and activities: (Note: ALL tobacco products will be PROHIBITED.)

The Aquatennial requests permission from the Minneapolis City Council to place consumable and non-consumable concession stands at the following locations: (All vendors will be required to identify themselves as an "Official Aquatennial Vendor" by wearing an identification badge issued by the Aquatennial.)

The Aquatennial requests permission to place food, beverage (soft drinks and water) and merchandise concessionaires (stationary and roving) along Hennepin Avenue Saturday, July 19, 2003 from 9:00 a.m. until 3:00 pm. and Wednesday, July 24, 2002, from 4:00 p.m. until 11:00 p.m. Stationary stations will not conflict with any of the traffic patterns of vehicles or pedestrians. The Aquatennial also requests permission to place preparation areas for food and beverage concessionaires in various locations one block off of Hennepin Avenue during the same time period.

The Aquatennial requests permission to place food, beverage (soft drinks, water) and merchandise concessionaires, along West River Parkway and West River Road on Saturday, July 26, 2003, from Noon until 11:00 p.m. (Riverblast and Fireworks Show)

The Aquatennial requests permission to place food, beverage (soft drinks and water) and merchandise concessionaires at Lake Calhoun, July 27, 2003, from 7:00 a.m. until 6:00 p.m. (Beach Bash with Volleyball, Sandcastle, Kids' Fishing, Paddling & Milk Carton Boat Races)

The Aquatennial requests permission to place food and beverage (soft drinks and water) concessionaires along the sidewalks next to the plaza of One Financial Plaza from Monday, July 21 through Friday, July 25, 2003, between the hours of 10:00 a.m. to 3:00 p.m. each day. (Plaza Tennis Invitational)

The Aquatennial requests that NO vendor be allowed to sell concession items or give away items that are not sanctioned through Marketing Minneapolis LLC within a one (3) block radius of any Aquatennial event from Friday, July 18, 2003, through Sunday, July 27, 2003.

The Aquatennial requests permission to coordinate product sampling at the various events and activities. These items would include individually packaged sampling, breakfast foods, snack items, ice cream products, soft drink sampling and non-consumable products (insect repellent, tanning lotions, etc.)

## Merchandise and Skipper Pin Sales

The Aquatennial requests permission to sell the 2003 Aquatennial Skipper pins and merchandise downtown from June 1, 2003, through July 27, 2003.

## Plaza Tennis Invitational

The Aquatennial requests permission to stage the seventh annual Plaza Tennis Invitational from Monday, July 21, 2003 to Friday, July 25, 2003. The event is scheduled to be held at One Financial Plaza from 9:00 a.m. until 5:00 p.m. weekdays during this one-week period. Zeller Realty, property managers, has granted permission.

## Fireworks Finale

The Aquatennial requests permission to stage the Target Fireworks Show on Saturday, July 26, 2003. The show will be done from Hennepin Island/Xcel Island with special effects on the 3<sup>rd</sup> Avenue Bridge. The show will begin at 10:00 p.m. and end at approx.10:30 p.m. (This a the same location as last year.)

The Aquatennial requests permission to close the sidewalks of the Plymouth Avenue Bridge at 9:00 a.m. (Security will be on site to monitor this area) and to do a full closure of the bridge at 5:00 p.m. The bridge will open as soon as the breakdown and loading of the equipment is completed. (Approximately 30 minutes after the show.)

## Twin City River Rats Water Show

The Aquatennial requests permission to stage this event on West River Road from Saturday, July 19, 2003 to Sunday, July 20, 2003. This event will include water-ski thrill shows by the Twin City River Rats and power boat races, produced by the Twin City Power Boat Association.

The Aquatennial requests permission to close the North bound lane of West River Road (North of the entrance to Broadway Pizza.) The Southbound lane will be turned into a two-way street. (As in 1998 and 1999)

The Aquatennial requests permission to place portable restrooms and trash containers within the event site.

## Festival of Neighborhoods

The Aquatennial requests permission to host these events with the Minneapolis Park & Recreation Board in 16 community parks throughout the 10 days of the Aquatennial. Food and beverage will be provided to each park to prepare and serve. The Aquatennial intends on securing athletes from various local sports teams to conduct a sports clinic at each park.

## Triathlon Triathlon

The Aquatennial requests permission to hold the Lifetime fitness Triathlon. The Triathlon starts with the swim at Lake Nokomis, biking along Minnehaha Parkway and four city lakes, and finishes with the run around Lake Nokomis. (Minneapolis Park Board approved)

## American Iron Sculpture Contest

The Aquatennial requests permission to host the American Iron Recycled Sculpture Gallery on the Nicollet Mall. The sculpture contest takes place on Wednesday, July 23<sup>rd</sup>, 2003. The Gallery will be open to the public for viewing from 10:00 a.m. 7:00 p.m. (NMAB approved)

## Aquatennial Hennepin Avenue Block Party

The Aquatennial requests approval of a Central/Neighborhood Business District Block Event Application to Close a Street Request, which has been submitted. The annual event is free to the public and will feature three stages with music. It also will have food and beverage for sale. It will take place on Friday, July 19 2003.

Thank you again for your time and continued support. It is an honor and privilege to be the "Official Civic Celebration of the City of Minneapolis!"

Respectfully Submitted,

Phil Disch
Operations Manager
Marketing Minneapolis, LLC

## 2003 MINNEAPOLIS AQUATENNIAL

The 64th Minneapolis Aquatennial will take place July 18 - 27 and August 2, 2003. The Official Civic Celebration of the City of Minneapolis offers outstanding entertainment and activities in the City of Lakes for all ages. The Minneapolis Aquatennial is produced by Marketing Minneapolis, LLC, a wholly-owned subsidiary of the Minneapolis Downtown Council.

#### Friday, July 18

9 a.m. to 4 p.m. 10:30 a.m. 6 p.m. to 10:30 p.m. 7:05 p.m.

Youth Sailing Regatta, Thomas Beach, Lake Calhoun\* UCare Minnesota Senior Bowling Tournament, Stardust Lanes\* Subway Aquatennial Block Party, Hennepin and Washington Avenues Minnesota Twins vs. Oakland Athletics, downtown, Minneapolis\*

#### Saturday, July 19

11a.m. to 1 p.m. TBD 3 p.m. & 7 p.m. 3:05 p.m. 7 p.m.

U.S. Bank Grande Day Parade, Hennepin Avenue

Penny Frenzy, IDS Crystal Court\*

Twin Cities River Rats Water Ski Show, Mississippi River\* Minnesota Twins vs. Oakland Athletics, downtown, Minneapolis\*

Master of International Management presents Shakespeare in the Park, downtown, Minneapolis\*

#### Sunday, July 20

1:05 p.m. 3 p.m. & 7 p.m.

Minnesota Twins vs. Oakland Athletics, downtown, Minneapolis\* Twin Cities River Rats Water Ski Show, Mississippi River\*

#### Monday, July 21

Times Vary Per Park 10:30 a.m. to 3 p.m. 6 p.m. to 11 p.m. 7:05 p.m.

Cub Foods Festival of Neighborhoods -- Parks: East Phillips, Lynnhurst, Northeast, Powderhorn Aquatennial Plaza Tennis Invitational, downtown, Minneapolis\* Summer Sounds 2003, Calhoun Beach Club\* Minnesota Twins vs. Seattle Mariners, downtown, Minneapolis\*

#### Tuesday, July 22

10:30 a.m. to 3 p.m. 1 p.m. to 4 p.m. Times Vary Per Park 7:05 p.m.

Aquatennial Plaza Tennis Invitational, downtown, Minneapolis\* UCare Minnesota Senior Dance, Zuhrah Shrine Center\* Cub Foods Festival of Neighborhoods -- Parks: Bethune, Farview, Kenwood, MLK, McRae Minnesota Twins vs. Seattle Mariners, downtown, Minneapolis\*

### Wednesday, July 23

9:00 a,m. to 6:00 p.m. 10:30 a.m. to 3 p.m. 11:00 a.m. 12 p.m. to 2:30 p.m. 7:05 p.m. 8 p.m. to 9 p.m. 8:30 p.m. to 10:30 p.m.

American fron 3rd Annual Metal Sculpture Exhibit, Nicollet Mall\* Aquatennial Plaza Tennis Invitational, downtown, Minneapolis\* Kenwood Retirement Community Senior Coronation, Zuhrah Shrine Center\* Meet the Queen of the Lakes Candidates by Talbots, City Center\* Minnesota Twins vs. Kansas City Royals, downtown, Minneapolis\* Life Time Fitness Torchlight 5K, Hennepin Avenue\* CenterPoint Energy Minnegasco Torchlight Parade, Hennepin Avenue

### Thursday, July 24

10 a.m. to 3 p.m. 10:30 a.m. to 3 p.m. 12:05 p.m. Times Vary Per Park 7:30 p.m.

Senior 500 Card Tournament, NE Mpls Community Center\* Aquatennial Plaza Tennis invitational, downtown, Minneapolis\* Minnesota Twins vs. Kansas City Royals, downtown, Minneapolis\* Cub Foods Festival of Neighborhoods - Parks: Bossen, Kenny, Luxton, Matthews, North Commons, Victory U.S. Air Force Band of the Heartland Concert, Ted Mann Concert Hall\*

#### Friday, July 25

10:30 a.m. to 3 p.m. Times Vary Per Park 7 p.m. to 9 p.m. 7:30 p.m.

Aquatennial Plaza Tennis Invitational, downtown, Minneapolis\* Cub Foods Festival of Neighborhoods -- Park: Nokomis Queen of the Lakes Coronation by Apex IT, Ted Mann Concert Hall\* U.S. Air Force Band of the Heartland Concert, Lake Harriet\*

## Saturday, July 26

Start time 7-8 a.m. 8 a.m. to 2 p.m. 9 a.m. to 5 p.m. 9 a.m. to 4 p.m. 10 a.m. to 4 p.m. 6 p.m. to 10:30 p.m. 10 p.m. to 10:30 p.m.

Great River Roll, Minnehaha Park/Mississippi River\* Friends of the Mississippi Canoe Adventure, Mississippi River\* Co-ed Beach Volleyball Tournament, Spike Works Volleyball Oasis Paddling is for Everyone, Lake Calhoun, Thomas Beach\* Sailing Regatta, Main Dock Area, Lake Calhoun\* KOOL 108 RiverBlast, West River Road along the Mississippi River\* Target Fireworks Show, Mississippi River

## Sunday, July 27

9 a.m. to 1 p.m. 9 a.m.: to 4 p.m. Sailing Regatta, Main Dock Area, Lake Caihoun\* Star Tribune Beach Bash, Lake Calhoun Featuring:

Kemps Milk Carton Boat Race Ron Schara's Fishing School Co-ed Beach Voileyball Tournament Xcel Energy Sandcastle Competition Paddling is for Everyone\*

#### Saturday, August 2 9 a.m. to 2 p.m.

Associated Event

Life Time Fitness Triathlon, Lake Nokomis\* Note: This schedule is current as of May 2, 2003 and is subject to change and revisions. Check www.aquatennial.org for the most up-to-date information



## Minneapolis Park & Recreation / Minneapolis Aquatennial

## 2003 Festival of Neighborhoods

## Monday, July 21

Northeast Park	6-8 pm
E. Phillips Park	5-7 pm
Powderhorn Park	5-7 pm
Lynnhurst Park	6-8 pm

## Tuesday, July 22

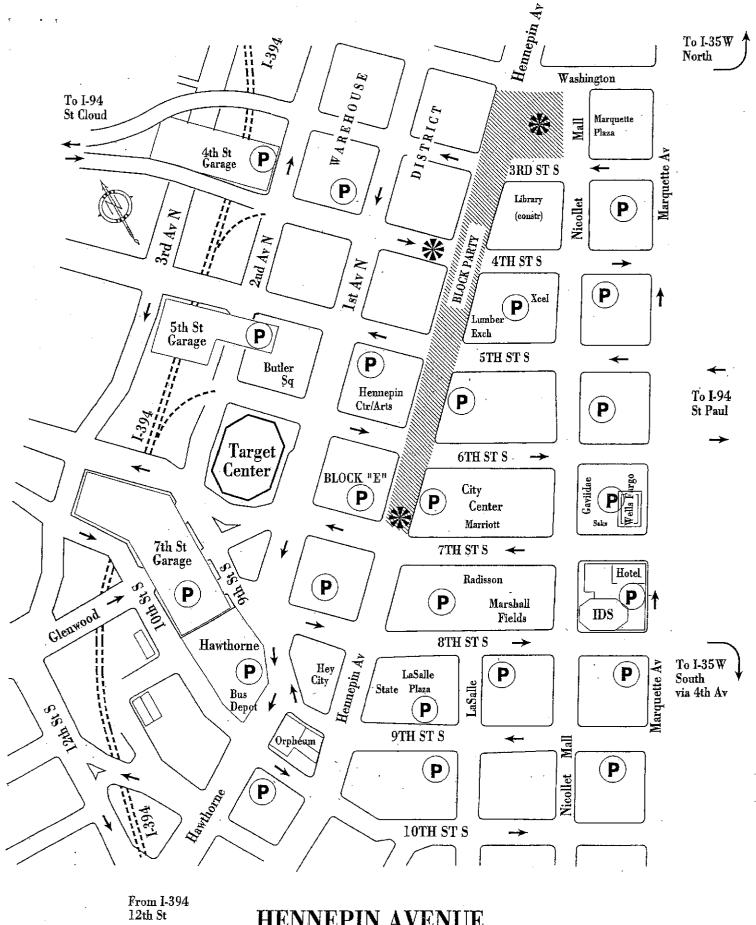
Kenwood Park	6-8 pm
ML King Park	6-8 pm
Bethune Park	5:30-7:30 pm
McRae Park	6-8 pm
Farview Park	6-8 pm

## Thursday, July 24

Kenny Park		6-8 pm	J
Luxton Park		3-5 pm	,
Victory Park	:	6-8 pm	
Matthews Park		4:30-6:30	pm
North Commons Park		6-8 pm	
Bossen Park		6-8 pm	

## Friday, July 25

Nokomis Park 6-8 pm

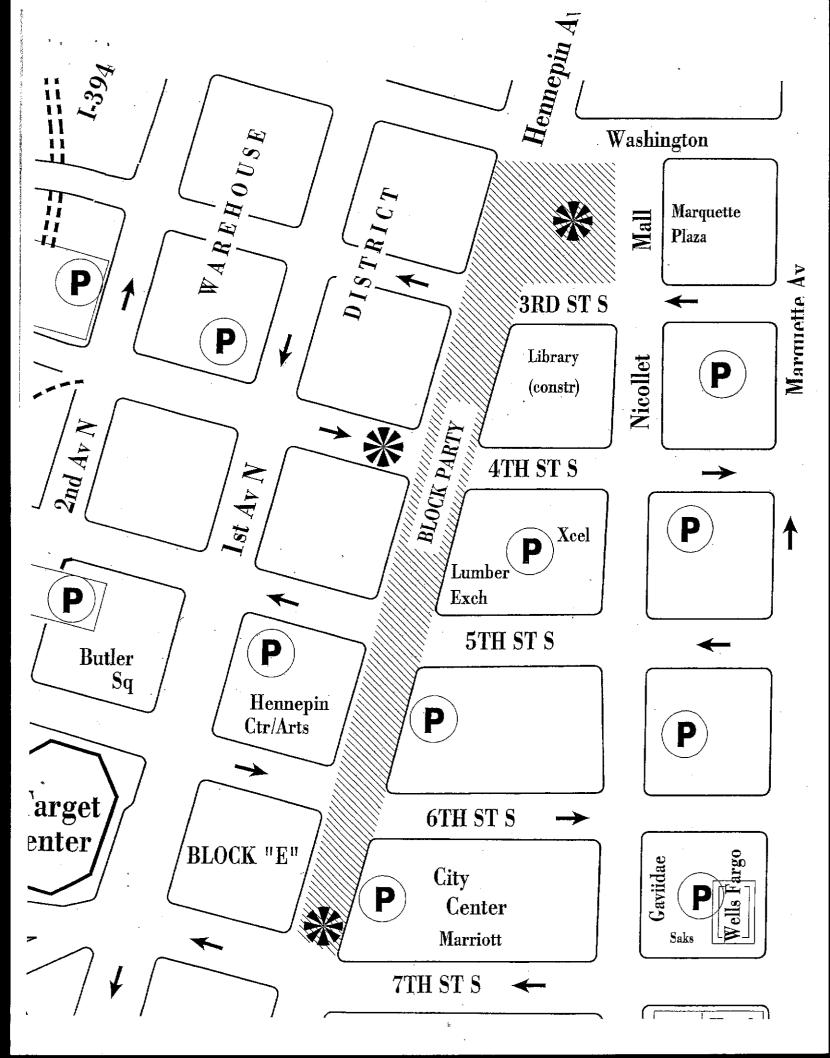


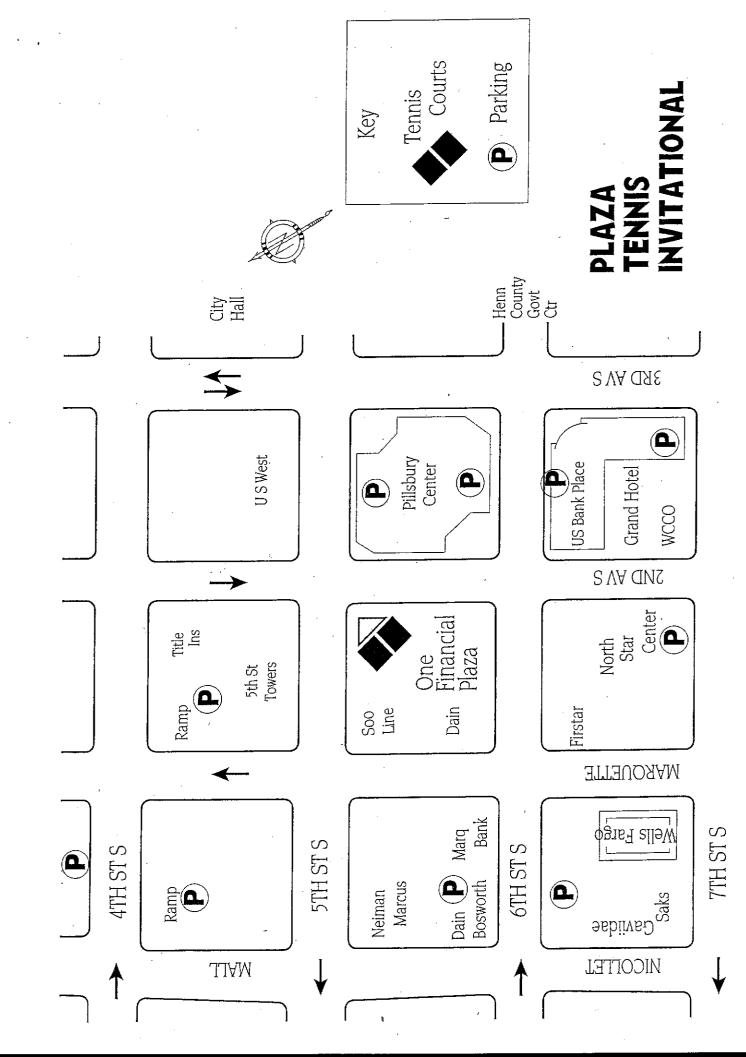
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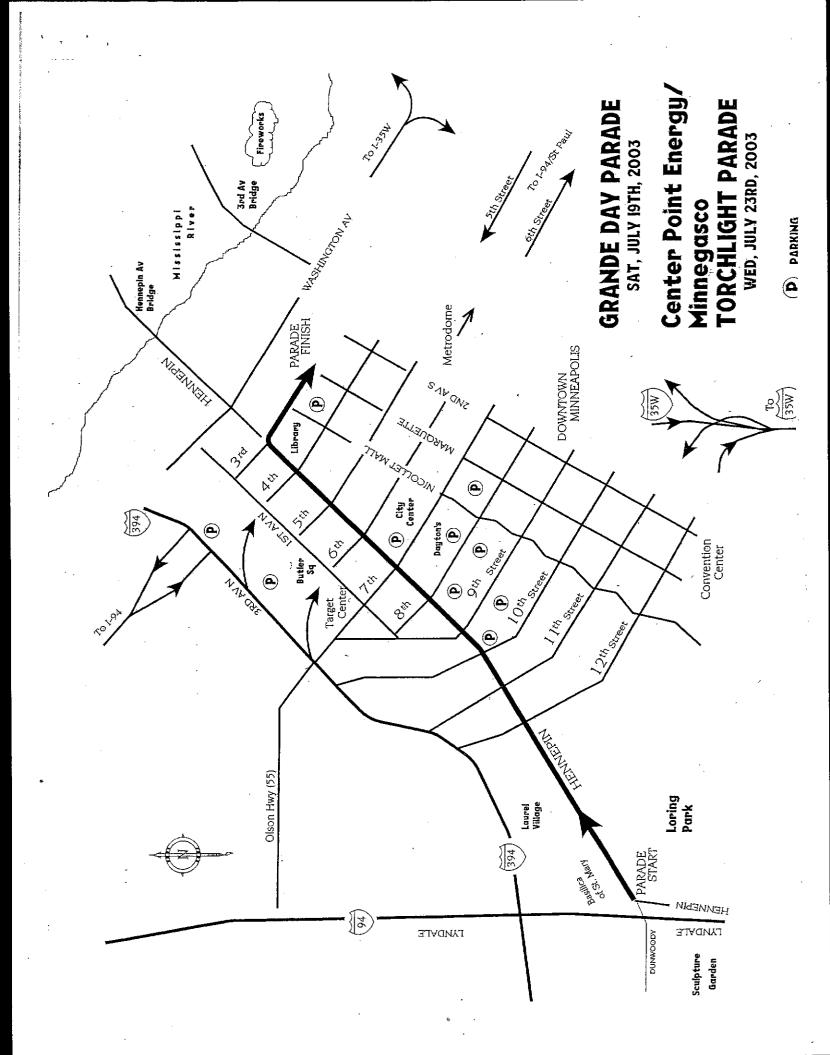
## HENNEPIN AVENUE **BLOCK PARTY**

Friday, July 18th, 2003

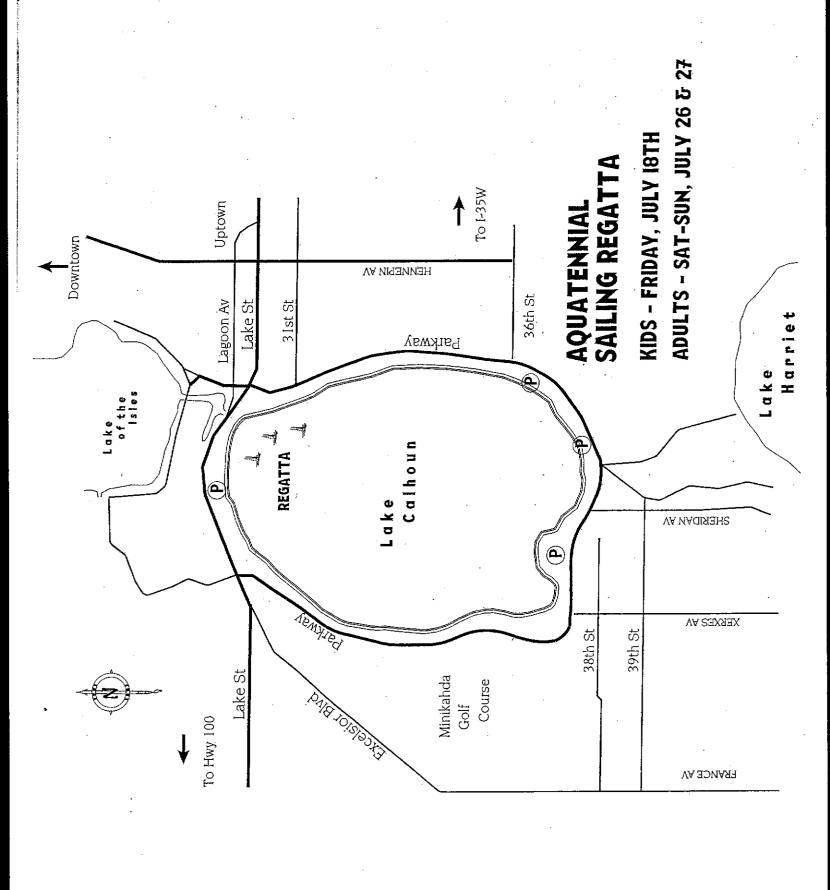
P) PARKING



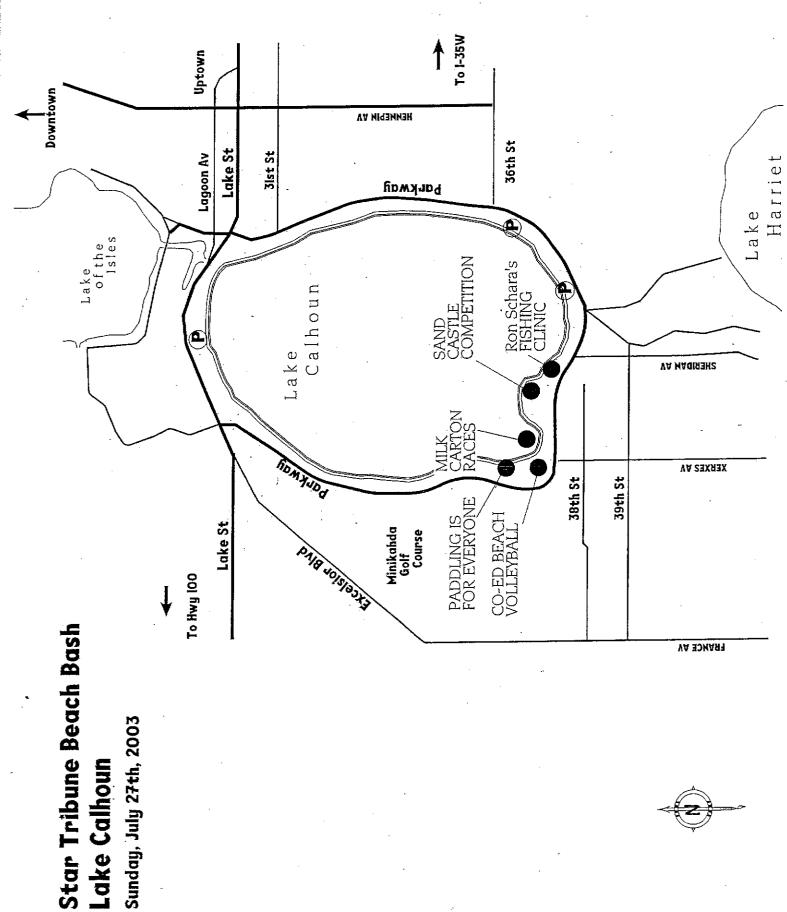




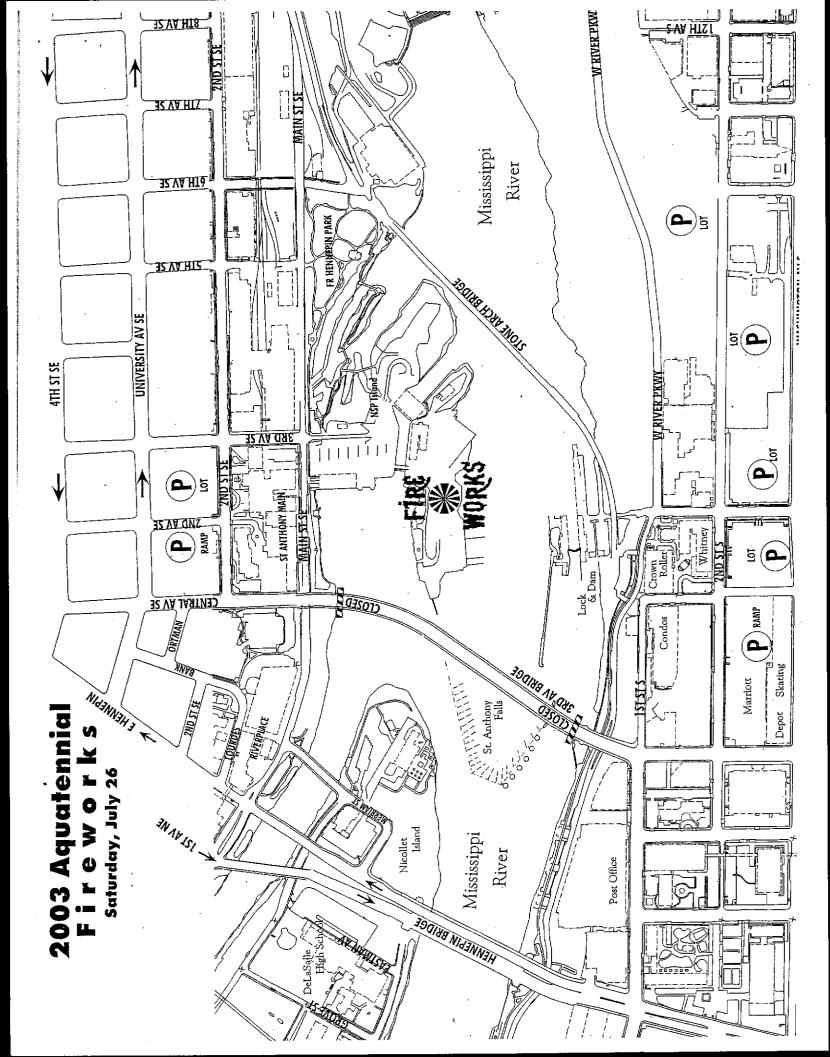


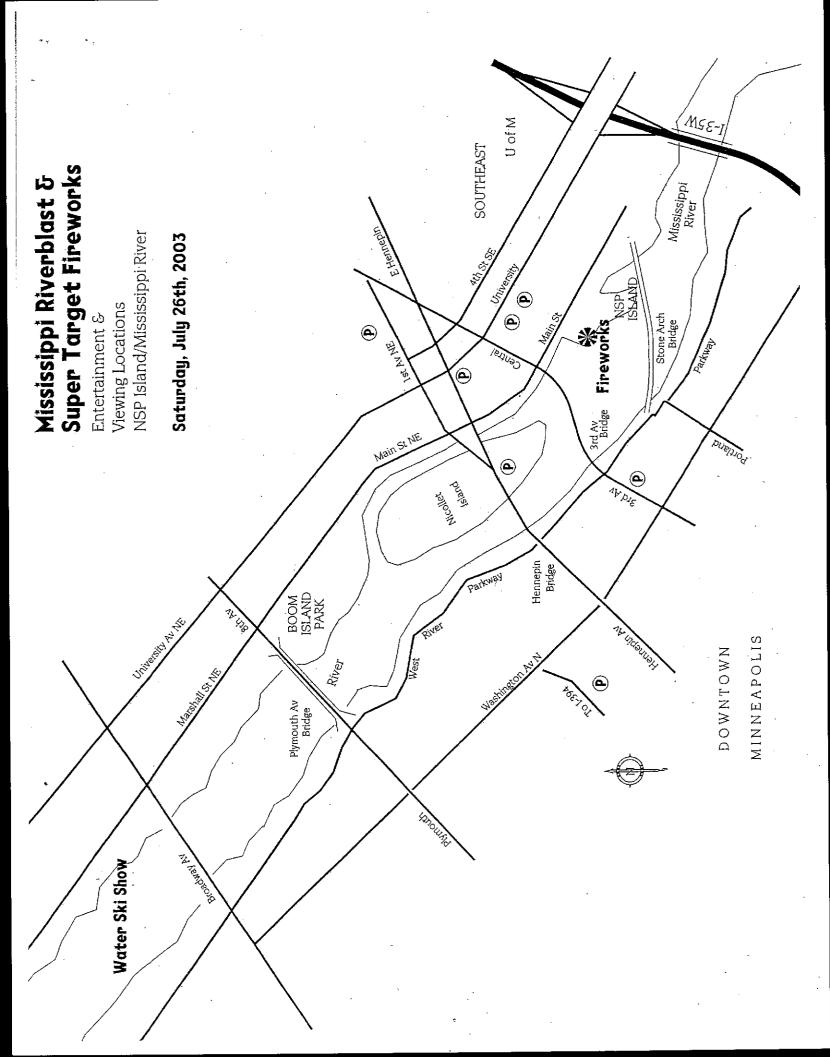


Beach Bash 2005 StarTribune Ron Schara's Fishing School Sand Castle Competition Calhoun Lake Milk Carton Races Co-Ed Volleyball Paddling Is For Everyone ZENITH AV S









# MINNEAPOLIS AQUATENNIAL

2003 RISK MANAGEMENT/CRISIS PLAN

# MINNEAPOLIS AQUATENNIAL CRISIS PLAN

Table of Contents			
<ul> <li>What is Risk Management?</li> <li>Goals of Event Risk Management</li> <li>Security Planning</li> <li>Basic Functions</li> <li>Incident Procedures</li> <li>Crisis Management Team and Procedures</li> <li>Evacuation Procedures</li> <li>Pre-Evacuation</li> <li>Evacuation</li> <li>Weather</li> <li>Support Contact Sheet</li> <li>Media Contact Sheet</li> </ul>	1	3 3 3 3 3 4 5 6 6 6 7 8 9	
n Sanctioned Events	•	0	

Risk management is designed to safeguard people, property and assets. More formally, risk management is the process of making and carrying out decisions that minimize the adverse effects of the potential losses of an event.

## **GOALS OF EVENT RISK MANAGEMENT**

- > To Provide Safe Community Entertainment
- > To Prevent Event Cancellation
- > To Prevent Business Interruptions
- > Maintain Certain Profit Levels
- > To Grow Gradually Over Time
- > To Reduce Anxiety About Risk
- > To Operate Legally
- > To Fulfill Social Requirements
- > To Celebrate

## SECURITY PLANNING

The purpose of planning security is to provide all people and property at the event with the best possible protection.

## **BASIC FUNCTIONS**

- 1. To provide a safe, secure environment for everyone present during the event and at the event-related activities.
- 2. To prevent crime.
- 3. To control the behavior of spectators.
- 4. To monitor all admissions and access policies and procedures.
- 5. To implement emergency services when they are required.
- 6. To request help when needed from local, regional and federal law enforcement agencies.

## **INCIDENT PROCEDURES**

- 1) Incident occurs.
- 2) Incident reported by citizen or Security calls 911.
- 3) Security notifies the proper law enforcement agent.
- 4) Security or event manager calls appropriate Crisis Management Team member.
- 5) Crisis Management Team member determines next steps based on information from security and witness.
- 6) Aquatennial management and public relations counsel analyze:
  - Current Situation
  - Conduct Emergency Situation Analysis (attached).
  - Write down facts (see attached security report).
  - Notify PR Director for communication plan.

## CRISIS MANAGEMENT PROCEDURES

a	Communicate crisis to the proper agency:  Mpls. Police, Park Police, Fire, Water Patrol, Ambulance (if needed) USE THE CONTACT SHEET
	Contact to the team members will be via the radio or cellular telephone.
	Crisis/Security communication plan the following team: Lisa Dinndorf, Director – Back-up to Molly - Secondary Media Spokesperson Phil Disch, Operations Manager Todd Klingel, EVP MDC Molly Mulvehill Steinke, Nemer Fieger Public Relations - Primary Media Spokesperson Paula Radamacher, C.F. Lake and Company
	Security is dispatched to essential locations/entrance/exits. They call for appropriate police back up.
	First crisis management team member to arrive on the scene begins crisis management actions.
	First crisis management team member to arrive on the scene obtains facts, including name, phone number,
	address and details of incident: date, time, etc.
	Determine if other team members should be contacted/on-site and media procedure.
	Alert Security to route all media. Provide a simple statement to Security and applicable departments on
	procedures for responding to any incident inquiries.
	First crisis management team member to arrive on the scene will notify other team members via radio using
	pre-determined code word. All detailed communication is to be via cell phone.
	Team meets at a pre-determined or arranged location (example: Radisson Metrodome Hotel 615 Washington Avenue)
	First crisis management team member at the scene presents facts. Team develops strategy and key messages.
a	Formulate basic media strategy and prepare spokesperson.
	Communications Agency drafts internal fact statement, as they are known at that time and have the staff
-	review them.
	- Distribute to Security for communications. Develop external statements if necessary. For each
	piece, note date and time.
	Monitor situation. Update executive management via telephone with internal and external statements as
	necessary or on established communication timetable.
	A crisis management team member will brief the office staff and interns. (in case of fielding questions)
	Schedule (as needed) when next internal team meeting time and place.

## **EVACUATION PROCEDURES**

The situation causing an evacuation is our major concern. The major cause of injury during emergency evacuations is panic. There will be a higher likelihood of people pushing and running. There may be an increase number of traffic collisions.

## PRE-EVACUATION PROCEDURES

- 1. Persons coming across a situation determined as dangerous should call for an evacuation.
- 2. Law enforcement officials should be notified immediately.
- 3. A close working relationship between people in charge is extremely important: fire official, police official and venue manager. (for example; divisional director)
- 4. Notification will come via radio that all existing exits out of the venue should be open and clear.

## **EVACUATION PROCEDURES**

- 1. An announcer should make evacuation announcements via public announcement system (PA) when possible. If a PA system is not available us a bull horn or voice to make the announcement. Announcements should be repeated in the same tone of voice.
- 2. An event should not resume once it is cancelled even if it is learned that the reason for the evacuation will not occur. The reverse flow of pedestrian and vehicle traffic could cause chaos that may result in accidents and injuries.
- 3. The public should be directed to leave the venue.

WEATHER (Lightning, thunder storms, tornado)

Phil Disch, as Operations Manager, is the weather advisor. He will make the final call on canceling or postponing events.

## **DETERMINE**

1. Current weather forecast by weather radar.

CONTACT SHEET

Minneapolis Aquatennial, City & Emergency Phone Numbers

IF THE SITUATION WARRANTS USE 911 (NOTE: Dialing 911 with a cellular telephone will go to the Minnesota Highway Patrol)

N.	AME/TITLE		НОМЕ	CELL	OFFICE
1)	Lisa Dinndorf	Marketing Director	952-401-3354	612-518-3578	656-3816
2)	Phil Disch	Operations Manager	763-425-4702	612-590-5679	656-3820
3)	Todd Klingel	EVP MDC		612-910-4589	656-3817
4)	Molly Steinke	Public Relations, Nemer Fieger		612-309-1677	952-278-3462
5)	Sgt. Patty Hellen Otto Wagenpfeil	Minneapolis Police Reserves Minneapolis Police 2 <sup>nd</sup> Pct.		612-290-3517	370-3874 673-5704
	Dir. Brad Johnson Sgt. Robert Goodse	Minneapolis Park Police Il Minneapolis Park Police	(p)1-888-444-6 612-579-2266		313-7743
7)	Lt. Brian Johnson Sgt.Jeff Storms Deputy Waldon	Henn. County Sheriff & Water	(p)612-534-13	72	952-471-1313 952-471-1300
8)	Tom Ward	Hennepin County Ambulance		612-363-5398	347-2174
9)	Dick Turner	Minnéapolis Fire Department	(p) 612-579-5768		673-2870
10)	Sheryl Rosati Chief Petty Officer	Marine Events Coordinator US Coast Guard			651-290-3991
11)	Dick Loeffler Lee Bennett Transit Control Cen	Operations, Metro Transit	·	612-919-7270 919-7252	349-7308 349-7310 349-7317
12)	Dave Mars Twin City Lawmen		651-451-7516	651-334-6363	651-773-5580
13)	Doug Maday	Engineer, Traffic		612-221-5274	673-5755
14)	Carl Samaroo	Minneapolis Health Department			673-3693
15)	John Bergquist	Asst. City Coordinator Dir. Of Ops & Regulatory Services	920-0195	,	673-2098
16)	Paula Radmacher	C.F. Lake and Company	•		763-392-2071
17)	Sheri Macko	MDC			656-3811
18)	Pam Selinski	Traffic Control		685-8553	335-5926
19)	Patti Ellard	Traffic Control	612-335-5932	685-8555	335-5927